

This document is a reference for Licensees designed to aid in the claiming process for sales derived from qualified e-Commerce web pages. Please refer to the Intel Inside® Program e-Commerce Module Terms and Conditions for program guidelines or contact your Intel Inside® Program representative for additional assistance.

This document is designed to provide assistance in formatting data for **the Intel Inside® Program E-Commerce Module**.

1. Sales Performance Reporting

1.2 Required Data

The following seven pieces of data must be reported following each sale via eligible areas. Intel will *not* accept any files that identify the end user. Each element will be covered in greater detail in section 1.3

- **Licensee Qualification Number (LQN)**
- **Sale From Eligible Direct Mail (DM)**
- **Processor Purchased by end-user (PP)**
- **Processor Speed Purchased by end-user (SSSS)**
- **Processor Quantity Purchased (QQQ)**
- **Purchase Date and Time (CCYY-MM-DDThh:mm:ss)**
- **Sale Transaction Unique Code (UniqueSalesID)**

Data should be collected by the Licensee and reported to Intel's server on a monthly basis.

1.3 Data Format

Each sales event must be reported to Intel using the e-Commerce data string format:

LQN,DM,PP,SSSS,QQQ,CCYY-MM-DDThh:mm:ss,UniqueSalesID

The seven required data elements must be formatted in the data string precisely as follows separated by a comma without any spaces between data elements:

LQN=Nine character Licensee Qualification Number

Licensee Qualification Number is a unique Intel-provided number indicating that site content is eligible for the e-Commerce Module. This number is a 9-character length field (*FORMAT*: five-digits, hyphen, three-digits).

NOTE: Pre-IION LQNs are only 5 digits which should be submitted with 3 trailing zeros and separated with a hyphen. For example, LQN# 12345 should be submitted as “**12345-000**”, this is to accommodate upcoming versions of the Intel Inside Online Network (IION). LQN are assigned by your Intel Inside® Program representative upon qualification under the e-Commerce Module.

DM=Y,N or Null

The direct mail field is a fixed length single character (either “**Y**”, “**N**” or left **blank**), indicating if the sale was driven from branded Direct Mail and is eligible for higher compensation if the specific e-Commerce Module supports Direct Mail. For additional detail on Direct Mail eligibility requirements and compensation please refer to e-Commerce Module terms and conditions

Intel Inside® Program e-Commerce Technical Information

PP=Processor ID code purchased

Processor Purchased, where the processor identification is represented in the sample table below. As an example, the Intel®Pentium® III processor would be formatted as **D3**. Invalid codes will be rejected.

SAMPLE ONLY:

Processor	CN
Intel® Pentium® III Xeon™ processor	W3
Intel® Pentium® III processor	D3
Intel® Pentium® II Xeon™ processor	W2
Intel® Pentium® II processor	D2
Intel® Pentium® processor with MMX™ technology	M1
Intel® Celeron™ processor	V1
Mobile Intel® Pentium® III processor	D4
Mobile Intel® Celeron™ processor	V2

Please refer to the Intel Inside® Program e-Commerce Zone data reporting section for complete listing of valid Processor Family and Speed combinations.

SSSS=4-digit speed (in MHz) of processor purchased

Speed, as measured in MHz of processor, is a four-digit field corresponding to the speed of the processor sold to the end user. For example an Intel®Pentium® III processor at 500 MHz would have it's speed represented as **"0500"** in this field. Lists of eligible speeds will be provided by your Intel Inside® Program representative or on the Intel Inside® Program Licensee Website.

QQQ=quantity

Quantity Purchased, where "quantity" is three numeric digits indicating the number of processors (not systems) purchased with the specified processor. For example, a sale of 55 processors would be represented as **"055"**. The sale of a single processor would be represented as **"001"**. The e-Commerce Module limits processors purchased to 100 per transaction, and individual purchase quantities above 100 will be rejected.

CCYY-MM-DDThh:mm:ss=Year, Month, Day, Hour, Minute, Second of purchase

These fields indicates when the transaction was completed in ISO format. The format is **CCYY-MM-DDThh**, where **CC**=Century, **YY**=year, **MM**=Month, **DD**=Day, **T**=Separator, **HH**=Hour, **MM**=Minutes, and **SS**=Seconds. The field is numeric and fixed length of 19 characters including hyphens and colons. The time zone should be License determined. The field will be primarily used to reference specific records.

Unique Sales Key=Licensee Sales Order & Line Order Number (or code-driven translation)

Unique Sales ID is a free-form, non-fixed up to 100 alphanumeric characters except commas field that is to be used to prevent duplicate entries and provide an auditable data field for e-commerce Module submissions. This field can be any string of numbers and/or characters which ties together the previous 6 data fields to a specific Licensee sales transaction (i.e. Sales Order number, Line Item number, Invoice Number, etc) . This field can be either actual Licensee sales order number or a consistent formula-driven computation to ensure confidentiality.

EXAMPLE: If the Licensee with current Licensee Qualification Number “12345” wants to report the sale of a single Pentium® III processor 550 MHz that originated from eligible Direct Mail on February 11, 2000 at 3:12:52 pm, with unique invoice number of “ABCD1234” the required e-Commerce data string would be:

12345-000,Y, D3,0550,001, 2000-02-11T03:12:52,ABCD1234

FORMAT: LQN,DM,PP,SSSS,QQQ,CCYY-MM-DDThh:mm:ss,UniqueSalesID

1.4 Batched Data Reporting

To submit data in a batched format, the Licensee will extract the required data in the format above from their server logs. Intel will randomly request a third party audit of server logs to confirm results. The Licensee must submit a claim electronically by the end of the calendar month following the sales events to be compensated.

The format for the file name is **CCYYMM.lbr**, where **CCYY** is a four-digit number representing the Century and Year of the claim, **MM** is a two-digit number representing the month of the claim.

The MS-DOS compatible ASCII text file employing line feed characters as record separators consists of two record types as follows:

Rec1

Rec2

Rec3

Each of the following records is formatted per the e-Commerce Data String above.

EXAMPLE: This example shows a claim for s for the month of February, 2000.

200002.lbr

FORMAT:CCYYMM.lbr

Both the file name and format must be consistent with the above requirements. Inconsistent data will require claims resubmission in order to receive compensation.

2. Report Testing

Please contact your Intel Inside® Program representative for intermediate reports to confirm reporting implementation or error interpretation. Your representative will make arrangements to report intermediate data during your debugging process. Data formatting errors will be highlighted to Licensees automatically following upload of batched files.

3. *Security Issues*

Batch files sent to the Intel server will be 40/128-bit SSL encrypted. There is no explicit indication of the file originator.

4. *Content Links*

Logos, messages and links can be found grouped by language in the Message & Link Requirements section of the Logo Library.